

For Wednesday

Store Hours, 9 to 5:30

May Sale of Corsets brings \$10,000 worth at half price or near half. \$2.90, value \$5. \$3.90, value \$6. \$6, value \$12—and so on. W. B., La Vida, La Markette.
—Gimbels, Second floor

GIMBEL BROTHERS

MARKET • CHESTNUT • EIGHTH • NINTH

Molded 3/4- and 1/2-inch Garden Hose at 15c a foot for 25c kind—perfectly good, understand, but the shorter pieces (8 feet to 40 feet), left when imperfections were cut out of the regulation 500-ft. lengths as manufactured. All with couplings.
—Gimbels, Fourth floor

For Wednesday

The Dress Sale—Brand-New—Mostly Half-Price!



Women's Fringed Canton Crepe, \$38 Misses' Crepe Sports Dress, \$20

So brand-new that one perfectly wonderful group of Women's Canton Crepe Dresses—fringe-trimmed in an utterly new way—a way of utterly haunting loveliness—are in the \$38 group, though made to sell at \$69.50!

Another Canton crepe group—brand-new—women's, too, are priced \$28, though made to sell at \$49.75!

Misses' Beaded Canton Crepes—hand-beaded; graceful; rich—are \$28—selling in other cities at \$50!

Misses' Country Club Dance Dresses—of high-color Georgettes, combined with lace dyed the exact orange—or rose—or blue—or yellow—are \$38—less than they cost to make!

\$20

Values \$30 to \$59.50

Hand-beaded satins.
Hand-beaded Georgettes.
Canton crepes.
Beaded tricolettes.
Fringed tricolettes.
"Peter Pan" tricolettes.
Sports tricolettes.
Embroidered crepes de chine.
Taffetas.
Crepes de chine.
Misses' sizes, 14 to 20.
Women's sizes, 36 to 44.
Extra sizes—in extra-size styles—up to 52½.

\$28

Values \$45 to \$79.50

Beaded canton crepes.
Beaded satins.
Beaded Georgettes.
Tucked Georgettes.
Fringed crepes de chine.
Satin combined with Georgettes.
Mignonettes.
Crepe-back satins.
Chiffon-taffetas—redingoted, eyeletted, embroidered.
Misses' sizes, 14 to 20.
Women's sizes, 36 to 44.
Extra sizes—in extra-size styles—up to 52½.

\$38

Values \$59.75 to \$75

Canton Crepes—eyeletted—beaded! Heavy charmeuse—heavily beaded.
Georgettes—bronze-beaded—Satin—beaded, steel-beaded—Eyeletted Taffetas. Novelty Crepes—sports styles.
Crepe-back Satins—heavily beaded. Crepes de Chine—heavy as Cantons. Misses' sizes, 14 to 20.
Women's sizes, 36 to 44. Extra sizes—in extra-size styles—up to 52½.
—Gimbels, Salons of Dress, Third floor.

Straw Hats! Ready!!



Stores of the Gimbel class smash business idols without compunction—help business as a whole by making it come to better ways by units.

High prices are foolish prices always because—

1. High prices lessen output.
2. Lessened output again raises costs.
3. High prices are not fair to the public
4. High prices defeat all aims.
5. High prices distort all views of life.
6. High prices are scarcely even honest.

Year after year we, and most stores, have gathered straw hats in a small way—brought in half-loaded trucks, at the waste that shows in the pricing of goods. Why not bring full loads—and lessen expense?

This year—

Gimbels Bought Straw Hats by Thousands—Bought Here and in Europe

Thousands, but not sameness, for men are invited to greater choice than ever. But there is one bit of sameness—the price—

Penn-Princeton Game Saturday Is Signal for Every Man to Straw Hat

And so the thousands of Straw Hats at Gimbels will be our offering to the occasion—

Choose Your Hat—It's \$2.35

The more you know about Straw Hats—and the sweat-band and the ribbon band—the better posted you are, the prouder you will be of the hat bought here.

We have been exacting about the hats—and there is great quality difference to be looked out for. If store isn't careful, the hat-wearer courts sorrow.

Sennit straws—fine, medium, coarse; flat-foot.

Improved Sennits, China splits, Tuscan, saw-edge brims and cable-edge.

Brown straws, too.

And, as a rule, the hats have the easy-fitting ventilated sweat-band.

\$2.35

On quality; on fashion; on value; this store deserves the Straw Hat Business of Philadelphia.

—Gimbels, The Whole Ninth-Street Part of the Store, First floor.

This May Sale of Groceries Brings Lowest Prices in Years!

St. James 50c Coffee THE PRIDE OF PHILADELPHIA 100-lb. Bag, \$28.50; 50-25-10- or 4-lb. lots, lb. **29c**
My Wife's Coffee 38c VALUE STEEL-CUT CHAFF REMOVED, 100-lb. Bag, \$21.75; 50-25-10- or 5 lb. Lots, at lb. **22c**

A POPULAR COFFEE—QUAKER

Quaker Brand, heavy-bodied, 55c regular, 36c special, in 25, 10, 5 or 2-lb. lots, lb.

BALTIMORE COFFEE
Lord Calvert, steel cut, chaff removed, 3-lb. can, special at **\$1.38**

BUY A BOX—PRIDE SOAP
500 boxes Swift's well-seasoned Laundry Soap, 10 cakes, 40c; box of 100 cakes **\$4.65**

SWIFT'S PREMIUM HAMS
500 Hickory Smoked Hams, fresh from the smokehouse, all family sizes, at lb. **34c**

BUY A CASE—HAWAIIAN PINEAPPLE
500 cases best extra fancy Pineapple, slices packed in rich sugar syrup, the 50c kind, in case of 2 doz., doz., 1/2 doz., or 3-can lots, at can **29c**

FROM VANTINE'S—THE ORIENTAL STORE
Dat-Dat Chop Orange Peese No. 19, Vantine's price \$1.15 lb. Sale price less than half, 1 lb. 50c, on 4 lbs. **\$1.95**

BUY A BOX—BORAX SOAP
100 boxes Gimbels' real white high-test Borax Soap, Family-size box of 50 cakes **\$2.95**

LENOX LEAN HAMS
Philadelphia Sausage selected, no warts, skin-back Hams, at lb. **28c**

BUY A CASE—LUSCIOUS PEACHES
500 cases bright, extra fancy California **Cling Peach Halves**—the 50c kind, large cans, 1/2 case 2 doz., doz., 1/2 doz., or 3-can lot, at can **29c**

PEANUT BUTTER
Lenox Brand, recommended by physicians, made while you wait, 35c pails, at 2 lbs. special, at **75c**

POMPEIAN OLIVE OIL
Pompeian Brand, high grade Olive Oil, 1/2 quart can, special at **\$1.45**

BUY A CASE—SUGAR AND FRUIT JAM
500 cases Lenox Peach, best called preserves, family size No. 2 cans, case of 2 dozen, 1/2 dozen, 1/4 dozen, or 3-can lots, at can **29c**

NEW YORK STATE PEAS
Lenox extra selected, next to smallest size grown, (Case 77.50; dozen \$2.95, or 3 cans) **\$1**

TINY WAX BEANS
Lenox, finest grown and packed, white wax Butter Beans; No. 2 cans, dozen \$3.50, 95c or 3 cans for **95c**

HEAD RICE
Blue Rose, uncoated, 100-lb. bag, 25, 10- or 5-lb. lots, at lb. **5c**

FRANCO-AMERICAN SOUP
Concentrated rich Tomato Soup, half price, dozen 95c, or can **8c**

SWEET SUGAR CORN
A carload, Less than half price, Case, 1/2 dozen or half-dozen, at can **8c**

BUY A CASE—PORK AND BEANS
1000 cases high-grade family size cans, 18c value, in case of two dozen, dozen or 1/2 dozen lots, at can **12c**

NEW SEASON TEA
Quaker Chop, 50c; English Breakfast, Formosa or India Ceylon, 55c value; 10 lbs. \$2.10, 3 lbs. 95c, or lb. **32c**

HAND PACKED TOMATOES
Lenox whole red ripe Tomatoes; case 2 dozen, dozen or half dozen, or 2 cans, at can **19c**

SPICED SARDINES
Tango Brand, large cans, half price; dozen or 1/2 dozen lots, at can **12c**

MAINE CORN
Lenox Brand, finest grown and packed; 25c value, Case 1 dozen, dozen or half dozen lots, at can **16c**

LENOX SIFTED PEAS
New York State grown, packed in spring water, No. 2 sanitary cans; dozen \$3.25, 4 cans for **\$1.10**

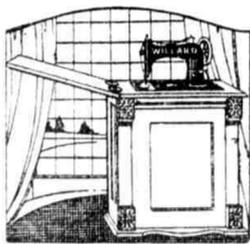
CREAMERY BUTTER
Brookfield fancy creamery table Butter cut 1/4 size cubes, counter delivery, lb. **52c**

SUGAR 6 1/2c

Philadelphia Refined for Preserving and Household Use If Purchased With Other Groceries. Limit 25 lb. Sack at, lb.

—Gimbels, Pure Food Store, Chestnut Street Annex

Pay \$1 Weekly



Pay \$1 Weekly

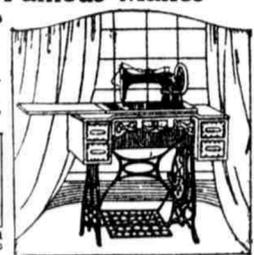
For Any Sewing Machine In Tomorrow's Sale of the Most Famous Makes

At Philadelphia's Best Prices Save up to \$26

\$69 Domestic Machines, \$59.
\$41 Lessing Machines, \$35.
\$62 Lessing Parlor Cabinet Machines, \$49.
\$65 Singer Machines, (samples), \$39.

Domestic Electric Portable Machines, \$63.
Particularly handy for stetting dressmakers who prefer their own machine. Take one to your summer home. Use it on the porch. Easily carried from one room to another.

\$10 to \$15 allowance for your old machine toward a Domestic Electric Cabinet Machine.
—Gimbels, Fourth floor and Subway



Lessing, \$35

Wall Papers --Reduced--

At 5 1/2c—Value 25c
At 12 1/2c—Value 30c
At 22c—Value 40c
At 30c—Value 70c
At 42c—Value \$1.25
At 55c—Value \$1.50

Granite and block papers for kitchen walls—stipple effects; embossed self-tone figures—Varnish tile papers—30-inch two-ply Oatmeal papers.

Satin flower stripes and cretonne effect. The finest novelty papers, chintz and grasscloth weaves.

Sold only with borders or binders to match.

Paperhanging tools at reasonable prices.

—Gimbels, Fifth floor

\$3.75 and \$4 Inlaid Linoleum at—\$2.25 Sq. Yd.

Some of it is made in England; others, of a well-known American make; 2 yards wide. Shown in handsome inlaid patterns in parquetry and tile effects; at \$2.25 a sq. yard for \$3.75 and \$4 grades.
—Gimbels, Fifth floor